

**City of Berea Comprehensive Plan
Statement of Goals and Objectives
2012**

As Adopted by Berea City Planning Commission
June 12, 2012

I. ENVIRONMENT

GOAL A

Support environmental protection and preservation for the physical, social and economic well-being of the population.

OBJECTIVES

1. Promote conservation of resources through programs and policies that encourage reduction, reuse, recycling and composting of solid waste as well as litter reduction.
2. Minimize pollution -- air, water, soil, light and noise -- through the preservation of open spaces and green areas, adequate landscape buffers, parks, greenspace corridors, trails and walking/bikeways.
3. Develop and strengthen landscaping policies and procedures to preserve and expand Berea's urban forest.
4. Limit development that will result in negative impacts in environmentally sensitive areas such as stream corridors, flood plains, wetlands, karst, wildlife habitats and steep slopes.
5. Enforce the city's model energy code for new construction as a means of encouraging energy conservation and use of non-polluting energy sources.
6. Enforce the city's erosion control measures during construction as a means of reducing soil erosion and siltation.
7. Protect local biological diversity by discouraging the planting of exotic and invasive plant species.

II. LAND USE AND DEVELOPMENT

GOAL A

Achieve land use patterns that contribute to reduced energy use, local food production, healthy citizens and community sustainability.

OBJECTIVES

1. Implement the Comprehensive Plan by integrating its recommendations throughout all city decision-making, including the annual Comprehensive Plan review and Strategic Plan process, as well as all city policies, programs and regulations.
2. Support the city's comprehensive land use and development review process to ensure coordination between public and private sector service and utility providers and provide for maximum citizen participation.

3. Participate in a coordinated effort with Madison County and the City of Richmond to plan for future growth and development in the Berea – Richmond corridor in a way that protects the unique character of the city.
4. Identify, establish, and maintain interconnected open space and greenbelt corridors that enhance the natural environment, provide for wildlife habitat and protect environmentally sensitive areas.
5. Encourage aesthetically pleasing development that eliminates adverse impacts to the environment and to adjacent land uses and minimizes traffic, noise and other nuisances.
6. Restrict new development to areas adequately served by roads, sewers, water, fire and police protection, storm water drainage, sidewalks/bikeways and other public infrastructure.

GOAL B

Actively encourage and participate in all multi-jurisdictional planning efforts impacting Berea residents and workforce.

OBJECTIVES

1. Ensure active representation of the Berea City Planning Commission in the Bluegrass Regional Planning Council.
2. Promote efforts toward cooperative planning among the Berea, Richmond and Madison County Planning Commissions, and with EKU and Berea College.
3. Work with state and federal agencies as well as other Madison County entities to plan for development associated with the Bluegrass Army Depot.

III. TRANSPORTATION

GOAL A

Develop and maintain an accessible, safe, and efficient diversified transportation system that effectively meets the needs of the community, and is integrated with the regional transportation network.

OBJECTIVES

1. Support efforts to establish an eco-friendly public transit system for the benefit of Berea residents and students.
2. Support the development of public and private facilities that encourage Berea residents and students to walk or bicycle when possible by providing interconnected and safe sidewalks, trails, bikeways and street crossings in existing and new development.
3. Encourage the development of park-and-ride facilities.
4. Provide adequate, well-lit and landscaped parking facilities in the downtown area and in all new commercial, public industrial, college and other public developments.
5. Increase public awareness of the Madison County Airport and continue to support proposed improvements.
6. Implement recommendations for transportation operations and systems improvements as contained in the 2000 Madison County Area wide Transportation Plan.
7. Provide understandable, attractive way finding signage that facilitates convenient and efficient traffic flow for vehicles, bikes and pedestrians throughout the community.
8. Require all new development, public and private, to provide adequate off-street parking, rights-of-way and paved travel surfaces that meet city specifications.

9. Enforce requirements for interior street systems in all new and existing public and private development to include connectivity with adjacent existing and future development.
10. Adopt a Complete Streets concept for new and existing streets.
11. Consider regulations that would allow for shared parking facilities and permeable parking and paving surfaces.

IV. COMMUNITY FACILITIES & SERVICES

GOAL A

Ensure that adequate, affordable and accessible community facilities and services are provided in a sustainable, efficient manner that conserves human and natural resources while meeting the needs of Berea visitors, residents and employers.

OBJECTIVES

1. Encourage the adoption of practices that promote long-term sustainable infrastructure and development patterns
2. Encourage the adoptions of policies that support a vibrant, accessible, and sustainable community growth pattern.
3. Support community efforts to develop an energy conservation plan through the Berea Energy Conservation Study (BECS).

GOAL B

Encourage the establishment of policies and regulations related to water supply and management.

OBJECTIVES

1. Support policies and regulations to manage drainage and storm water systems in a manner that protects or improves natural stream hydrology and water quality.
2. Encourage the conservation of water and energy resources to reduce the need for additional capacity.
3. Support efforts to identify new sources of high quality water.

GOAL C

Provide and expand utilities and public facilities in a manner that protects the environment, community character and existing development.

OBJECTIVES

1. Regulate the siting and design of cellular towers, antennas and other wireless facilities in a manner that protects the character and aesthetic of the community.
2. Encourage the elimination of overhead utilities in existing areas and new development.
3. Encourage efficient and proactive public safety services including fire, police, ambulance, code enforcement and animal control.
4. Require adequate infrastructure, along with any necessary easements and rights-of-way, to meet the needs of projected growth and development/redevelopment.
5. Support further development of public and private recreational facilities, parks, trails and greenspace.
6. Provide adequately sized and maintained collection and distribution facilities for the treatment and handling of water, sewage and solid waste.

7. Encourage and support affordable local health facilities.
8. Support public and private efforts to provide affordable, high quality, licensed daycare for adults and dependent children of residents and the local workforce.
9. Provide quality educational opportunities for all residents of all ages, abilities and interests.

IV. HOUSING

GOAL A

Provide safe, sanitary, affordable and livable housing options for all Berea residents.

OBJECTIVES

1. Enforce building codes, property maintenance codes and handicapped accessibility requirements for both owner-occupied and rental housing fairly and consistently.
2. Eliminate substandard housing through redevelopment, conversion and rehabilitation using both public and private funding sources.
3. Encourage and support efforts to construct and maintain affordable and accessible housing for elderly, disabled and disadvantaged persons in areas with convenient multi-modal access to commercial districts, recreation, healthcare and other public facilities and services.
4. Ensure that new residential development is compatible with the existing land use, transportation patterns and the spatial arrangement of existing housing and neighborhoods.

GOAL B

Encourage the development of a diverse housing stock that serves a variety of needs and income levels and maintains high aesthetic values.

OBJECTIVES

1. Encourage quality of design in residential subdivisions and housing units that includes a variety of architectural styles.
2. Support the establishment of neighborhood associations, and encourage neighborhoods in identifying and resolving neighborhood issues.
3. Promote a more livable residential and pedestrian-friendly community for Berea residents and students by requiring facilities such as street lighting, sidewalks, bikeways, trails, green space and recreation areas.
4. Encourage a mix of housing densities and types that adequately serves the economic and lifestyle requirements of the Berea community.
5. Encourage innovative residential development methods that preserve green space, make efficient use of public facilities and mitigate negative environmental effects.

GOAL C

Promote mixed use development that consists of appropriate combinations of residential and non residential uses.

OBJECTIVES

1. Develop compatibility standards for manufactured homes and identify options for their appropriate location.
2. Locate mobile home parks at sites with adequate existing infrastructure, and regulate their development so as to create an attractive living environment.

3. Review Berea's PUD regulations to achieve an optimum mix of residential and non-residential use.

VI. ECONOMIC DEVELOPMENT

GOAL A

Support the attraction and expansion of diverse business and industry providing a wide range of goods and services as well as stable employment opportunities in an environmentally responsible and sustainable manner.

OBJECTIVES

1. Establish policies and regulations to help business and industry develop in a way that enhances the aesthetic visual character and quality of life of the community.
2. Encourage the development of emerging communication capabilities, especially high speed internet and cellular services, required to attract high-quality business and industry.
3. Enable and encourage cooperation among existing businesses and industries for the betterment of the community.
4. Support small and local business development, non-profit ventures and entrepreneurship.
5. Support efforts to enable local investment in the local economy.
6. Support education, training and re-training of a dedicated, skilled and marketable workforce, including programs promoting a healthy and reliable worker.
7. Encourage clean industry to protect the environment.
8. Promote and market the community's 350 acre Industrial Park.
9. Support the Goals of the Berea Economic Advancement Team (BEAT) in its efforts to formulate an economic development plan for the community.

GOAL B

Recognize and support the economic significance of Berea's arts and tourism community.

OBJECTIVES

1. Encourage development of recreational activities and facilities, such as eco- and adventure tourism, that capitalize on Berea's distinctive characteristics and natural setting.
2. Support and encourage small businesses, working artists and craftspeople with an emphasis on creating a functional, attractive and walkable environment for visitors, residents, merchants and employees.
3. Continue to fully integrate the Artisan Center into the art and crafts industry of Berea, especially through the full use of its education and training facilities.
4. Foster and encourage Berea College's sustained commitment to the community's tourism and artistic outreach efforts.

GOAL C

Support and promote community agriculture, including agri-business and agri-tourism efforts.

OBJECTIVES

1. Ensure that zoning and subdivision regulations permit continued use of private property for agricultural purposes, including agri-business and agri-tourism.

2. Support farmers' markets and other public and private sector opportunities for local growers and producers to market farm produce and other value-added agricultural products.
3. Advocate contiguous urban development in order to retain the potential for a viable and productive cluster of agricultural uses.
4. Encourage alternative and eco-friendly farming practices.
5. Evaluate and adopt farmland preservation plans where appropriate.
6. Support urban agricultural activities on a small-scale individual or neighborhood basis.

V. HISTORIC AND CULTURAL RESOURCES

GOAL A

Recognize and preserve the historic and cultural resources of the City of Berea and Madison County.

OBJECTIVES

1. Encourage the identification, maintenance, and protection of all significant historic buildings, structures, fences, archeological resources, and other features through education and official designation.
2. Support the efforts of local organizations to inform residents and visitors of the unique historic and cultural features of the community through promotional and interpretive activities.
3. Support policies and regulations that respect Berea's history and the unique relationship between Berea College and the city.
4. Encourage revitalization and preservation of Berea's historic features and community character.
5. Support infill and adaptive re-use of existing historic structures as a means of providing unique and cost-effective options for residential, mixed use and commercial uses.
6. Protect residential neighborhoods from incompatible commercial development.

GOAL B

Encourage the creation of diverse cultural experiences and opportunities.

OBJECTIVES

1. Support efforts to coordinate festivals and other civic events within the Berea community and promote them to residents and visitors.
2. Promote an active and vibrant performing arts and entertainment program.